

# **Working Together to Conserve and Manage Forests Effectively**

## **June 19, 2002**

### **Cedar River Watershed Education Center**

#### **Workshop Summary**

*The following summaries paraphrase speeches given at the workshop.*

#### **Introduction – Bob Rose, Skagitonians to Preserve Farmland**

Over 100 years ago, Seattle acquired the Cedar River Watershed. This set the stage for today's efforts. The effort to conserve Tiger Mountain occurred in 1982 and is a good example of a collaborative effort to conserve forestland in this region. The challenge today is to think about where we want to be twenty years from now. What is this region going to be like with an additional half million people.

There are three intertwining challenges: 1) Economic - keeping a forest infrastructure in place and gaining public support for forestry activities; 2) Ecological – avoiding fragmentation, and 3) Human impacts – managing public use given limited resources.

You are gathered here today to address these three challenges. This will involve intra-agency and inter-agency cooperation. How do we educate the public? How do we educate about sustainable forestry when people do not understand forestry?

Can we provide future generations something as grand as past generations provided us by conserving the Cedar River Watershed?

#### **Commissioner of Public Lands Doug Sutherland**

WADNR manages 2.1 million acres of forestland. When Washington State was created, the federal government granted it land with the understanding that it would be sold and the money would be used for schools, etc. The state constitution made it difficult to sell the land – it could not sell any for less than \$10 an acre. Around 1906-1912, the state government established a policy to retain the land and manage it for revenue. As a result, we still have 2.1 million acres. There are several programs that allow for the transfer of land, the acquisition of land, etc. Over the next couple of years, WADNR will be reviewing its portfolio of ownership to see if it can position itself better for the economic benefit of the trusts.

Many small landowners are feeling the pressures of growth and the potential to sell their land for a lot of money. In traveling around the state, I have seen the intrusion of homes in the most inappropriate places – whether as primary homes or vacation getaways. As we see changes in ownership, it becomes clear that the future of private forestland is incredibly important to the ecological health of the state.

In my travels, I have become particularly frustrated by the abuse that forests suffer. We pulled 70 vehicles out of the Tahuya Forest last year. Near Spokane, I saw trees 2 ft in diameter that were shot down by an AK-47. Why would anyone be so stupid? Do we have to close these lands and penalize the 95% of the people who treat them well? I hope not, but the cost of clean-up is more than the funds available. What to do?

There are currently seven established trusts that benefit from timber revenue, and we can't take money away from any of them. How about creating a new trust? Perhaps we can generate funds from a tract of land and use the funds to manage public use. Even with substantial cost, we should be able to generate \$2-5 million from a 50,000 - 100,000 acre piece of land - not necessarily timberland.

We need to make sure that as we look at our working forests we don't conclude that a perfect forest is a preserved forest with no management. That is loss of value. But we also need to evaluate the ecological benefits of trees. We need to consider the importance of a forest infrastructure. We need to invest in people with skills. The whole infrastructure, from harvest to marketing, is crucial. We need to ensure that our silvicultural practices are well thought-out. Are we growing the right trees in the right places?

As we acquire lands for a collaborative management scheme, we must realize that we need to care for all the lands acquired for less than active management – because if you don't use it, you are going to lose it.

### **King County Executive Ron Sims**

All of you are here because our region is in a critical situation with regard to forest conservation and management. An increasing population has resulted in an economic situation that favors the conversion of forests to residential development. At the same time, tight government budgets are putting the squeeze on resources available for managing the forest landscape.

King County has a strong interest in retaining forests for their many economic, environmental and social benefits:

- Forests act like a sponge, absorbing surface water that would otherwise cause flooding.
- Forests provide cool, clear water to streams and rivers to support healthy fish populations. Maintaining large forested landscapes is the single most cost-effective strategy we can pursue for the protection of salmon and other endangered species.
- They improve air quality by removing nitrogen dioxide, sulfur dioxide, carbon monoxide, ozone and particulates.

- Forests store carbon dioxide, naturally offsetting greenhouse gas emissions. In a recent study, we determined that King County forests are storing 55 million metric tons of carbon and each year remove an additional 240,000 tons from the air.
- Forests provide employment in wood, paper, recreation, tourism and fishing industries. Despite the perception that King County is an urban county, and it is, we still rank 7<sup>th</sup> statewide in timber production.

While I have worked hard to conserve forestland and forestry, King County's forests alone cannot provide all of the benefits that forests provide in this region. The low elevation forests in the foothills of the Cascades are a unique ecosystem that spans several counties. We need to conserve them without regard for jurisdictional boundaries.

Collaborative efforts to conserve and manage forests are not new in King County. Indeed, we have been very successful with a number of projects.

In cooperation with the Washington State Department of Natural Resources, the US Forest Service, and the Mountains-to-Sound Greenway Trust we have been able to apply \$8 million in federal Forest Legacy funds to the acquisition of 2,400 acres of forestland critical to water quality and wildlife.

A unique method of conserving forestland and encouraging forestry is the Biosolids Forestry Program -- a partnership among the County, Washington State Department of Natural Resources, the Mountains to Sound Greenway Trust, and the University of Washington. Treated biosolids from the county's wastewater facilities are being recycled as fertilizer on public and private forests in eastern King County. And wastewater funds are used to purchase key parcels of forestland for long-term, public forestry.

The King County Forestry Program works with Washington State University Cooperative Extension to provide technical assistance and education programs to non-industrial private forest landowners in King County. Two staff foresters help landowners develop forest stewardship plans to address their goals for their land, whether those goals are timber enhancement, improvement of wildlife habitat, or protection of water resources. We conduct three classes each year that teach landowners the basics of good forest stewardship.

The classes have been so successful on Vashon Island that several forest landowners have come together to form the Vashon Forestry Cooperative. They hope to manage multiple properties cooperatively, achieving an economy of scale and ultimately retaining viable working forests on Vashon Island.

We want to keep private owners on the land in King County. Particularly in light of the recent budget constraints, we feel that responsible stewardship of private land is THE BEST way to retain a forested landscape in King County.

Finally, King County has partnered with 14 other agencies and organizations that are active in this area to form the Forest Outreach Network. FON, as we call it, is an effort to develop a common message about forest conservation that we all need to bring before the public. We cannot continue to cross paths and confuse uninformed citizens about what is right and what is wrong with regard to forest conservation and management.

While much has been accomplished, much remains to be done. As you know, King County must reduce the amount we spend to manage land. And I know that the Forest Service and the Washington State Department of Natural Resources are faced with similar budget constraints. I believe there are ways we can save money by working together.

As a generation of adults, we have not managed our natural resources well. I hope that you all will be mature adults and find a collaborative approach and make good recommendations. I hope that we can look back in the future and say that someone saved the forested areas. We cannot lose them.

### **Larry Phillips and Gene Duvernoy, Evergreen Forest Trust - Discovering the funding tools of the future**

I want to take this time to discuss The Evergreen Forest. The Evergreen Forest builds on a tradition of great undertakings in the Seattle area such as the Worlds Fair and Metro's clean up of Lake Washington. The Evergreen Forest is a new way of doing business. The Evergreen Forest Trust (EFT) will operate as a non-profit and therefore will not have to generate revenue for shareholders. However, because there will be a need to pay back the bond, it will be necessary for EFT to operate with good business principles. The Evergreen Forest includes 104,000 acres. The transaction required a partnership with business, environmental groups, government and the academic community.

The Evergreen Forest lies on the eastern edge of the Rural Area in the northern part of King County. The land is flat and easy to log, and therefore very conducive to development. It will become another Bellevue if not conserved. The land contains wonderful natural systems – two rivers, good habitat, bald eagle, spotted owl, chinook salmon, and one of largest populations of black bear in the area. The proposal will enhance preserved areas for these species. There are 500 acres of lakes and ponds, 4000 acres of wetland, and 6000 acres of riparian habitat – all of which will receive enhanced protection – a total of 10,000 acres. 20% of the property will be in permanent preservation. Mineral rights on the vast majority of the property will be extinguished. Any profit that EFT realizes has to be put back into the property, so the conservation value will increase over time.

This is a new management paradigm that accesses a very powerful financial market.

### **Bill Altenberg, Mountain Recreation, Inc. - Shaping the Foothills Forest Economy**

Why has someone from Maine been dragged out here to talk in Washington? Mountain Recreation, Inc. has been involved in developing a new method of generating revenue from forests. We participated in the 171,000-acre purchase of International Paper by the Trust for Public Land by helping TPL generate revenue from recreation on the land.

There is a lack of recreation opportunities in our forests, and this is contributing to health problems in our society. It is increasingly difficult for good people to recreate in the forest because of the actions of a few bad people.

There is a good opportunity out here. Back east there is less public land. In comparison to the east, Puget Sound is in the early stages of development. 7000 homesteads had to be removed when the White Mountain National Forest was created in New Hampshire. This is not a problem yet in the Cascades. But everyone left New England and came out here. We can learn from the mistakes made in New England.

By putting people back in the forest, they gain a sense of freedom. People want a large inventory of safe, trailed, friendly, staffed forests with information and facilities. They want sustainable, well-managed forests close to home. Recreation is a secondary operation in a forest. People will accept forest management if it is well done. Mountain Recreation, Inc. builds places for people to stay in the forest – yurts. The yurts are temporary and transportable, so they can be moved to accommodate timber harvests. We need to let people love the forest – then they will defend it. But they have to know that it is ok for them to be there. A market study done by L.L. Bean concluded that there is no place where easy access to the forest is provided and advertised. People want information.

Land set-aside from timber is used for recreation, therefor producing revenue that takes pressure off the working forest. The public develops an appreciation for forestry. You need to have the infrastructure in place – people, tools, etc. In Maine, zoning laws were changed to allow “remote cabins.” Conservation easements include an allowance for a 3<sup>rd</sup> party to manage recreation.

### **Lee Springate, Consultant - Developing a common message**

Quoted California Representative Sam Farr regarding Congress’s difficult relationship with forests, “There is 100% agreement in this room that we all love forests. The difficulty is that 50% love them vertical and 50% love them horizontal.” Extremes are canceling out the moderate point of view, and as a result forest conservation gets a small piece of the pie.

There are other things on the public’s mind besides forests. Basic marketing principles: listen, engage, serve, communicate how you served, evaluate.

Most public agencies decide what they want to do and then try to convince the public. It is better to listen and respond. We need to understand that forestry is part of a larger message. Don't spend too much time preaching to the choir and not enough talking to decision-makers and making sure that the choir talks to decision-makers.

There four questions to ask when developing a public outreach strategy:

- What is the message?
- Why is it important?
- Who should receive it?
- How is it conveyed?

The message has to be concise and should be delivered in a ubiquitous manner. It should be connected to a larger vision. It needs to convey the benefits of forests. It's not forestry that's important, it's what forestry does.

The message should be balanced, represent consensus and focus on benefits – economic, environmental, community.

Who to convey it to? Needs to be conveyed to three groups concurrently: constituents, decision makers and general public. Decision-makers want different things than constituents.

We fail to use all the mediums at our disposal in an intelligent and coordinated manner - feature stories, op-eds, magazine, radio, TV. Internal publications (brochures, guides, newsletters, coffee table books, event calendars) are all at your disposal. Your groups should work together to produce these materials. Your web pages are bad. Do you use speakers' bureaus? Displays? Public involvement opportunities?

We don't intelligently involve our elected officials. We need to recognize public officials when they do the right thing.

Interpretive signage – every time anyone drives by a sign, they should recognize it and connect it with the land manager. You all should have universal signage.

Communication strategy – all your groups should work together to put out the message.

There is a desire to prove efficiency through performance measures, but measures are not important if you are delivering on the mission that the people embrace.

Find the center. Collaborate and coordinate on your mission, message and strategy.

**Doug McClelland, Washington State Department of Natural Resources – Managing Across Boundaries**

There is more than just King County in this room. Forests are disappearing throughout this region due to population increases and the resulting conversion of forestland to residential use. We need to work as a group to send common messages to the public about this issue.

We talked about how important forests are, but so many people take them for granted. In Snohomish County, much of the forestland has changed ownership three or four times in the last decade.

We talked about the values that forests provide, but we take them for granted. Seattle ranks seventh nationwide in the amount it has sprawled.

We need to realize how healthy the environment is in the working forest landscape. Times have changed in forestry.

Much has been done in the Mts-to-Sound Greenway, but it was very expensive. We need to get ahead of the game and look at what is going on in Pacific, Thurston, Lewis, Snohomish, Whatcom, and Kittitas counties. Do we really want to keep all those working forests? Does the public really understand the value of these forests? Do they understand the value of using Northwest wood rather than wood imported from countries without stringent environmental laws? Wouldn't it be nice to know that the wood you bought came from a forest that you know about, that was grown in a way you wanted it grown, and that you were willing to pay for it? We need to look at these types of questions.

We need to look at how we are managing our forests for fun. Users don't care who owns and manages the forest. So land managers need to send a common message.

We need the infrastructure to have a continued forest economy – skilled foresters and mill workers. We need mills that can process large logs. Trees bigger than 16 inches diameter are currently discounted because mills can't handle them.

We've done a lot right, and it is working. But we need to decide what we need to do in the future. We need to breakdown the boundaries that exist. We need to look at how we create wealth. We need to explore solutions that build on more than they promise. A few years ago we thought zoning was the solution, but it does not work. We need to provide fair payment to forest landowners to keep their land in forest.

Some partnerships that have worked are: the Evergreen Forest, the Snoqualmie Preservation Initiative in the Raging River Basin, and the Rock Creek Vision.

We need to come up with new tools.

Some of the existing tools include:

- Land swaps
- The Land and Water Conservation Fund - it is very important, but there's not enough money in it
- The Washington Wildlife and Recreation Program – we need to continue it at the state level regardless of the tough budget situation
- Local levees
- Private sector donations
- Transfer of Development Rights
- The Biosolids program
- Forest Legacy – was saved in this state by the Mts-to-Sound Greenway and Jim Ellis
- Development agreements where up-zones are not granted for free but rather require mitigation

The Northern Forest Alliance is a coalition of non-profits focusing on the forests in northern New England. It provides a good example of a coordinated effort that achieves many of the goals we are striving for.

Lyndon Johnson quote – “If future generations are to remember us with gratitude rather than contempt, we must leave them more than the miracles of technology. We must leave them with a glimpse of the world as it was in the beginning, not just after we got through with it.” And Franklin Delano Roosevelt said, “Men and nature must work hand in hand, the throwing out of balance of the resources of nature throws out the balance also of the lives of men.” During the depression, we made incredible investments in our nation. If we can't do it now, how will we ever do it?

Let's work on a long-term vision today. Please don't walk away before the breakout sessions this afternoon. Rather, help come up with solutions and make a commitment to follow through.

## **Breakout Group Notes**

### **Education and Outreach**

#### **Brainstorm**

- In a perfect world, survey people then measure impact
- Change context – forest is the vehicle – lives can be changed around forests
- Awareness → Knowledge → Action
- Survival
- Urgent
- Youth at Risk, Forests at Risk



- Civic involvement
- Benefits in terms of what's in it for them
- What are people most concerned about?
- Personal – why care?
- What should you do? (Put in moralizing context)
- “You lose if no forest”
- Forest, trees = survival of communities, survival of planet
- Protect what you value
- Live in Washington – responsibility of being a Washingtonian
- Risk – losing working forests to development > then Washington can no longer compete in market.
- Working forest, preserved forest, urban forest

### Themes

- Hearth – Home – Health - \$\$
- One environment – interconnectedness – you are a part of it
- Lost forest = Lost opportunities
- Effect on lifestyle
- Economic benefits / value / secured resources
- Opportunities for recreation / relaxation
- Forests are a part of your life
- Respect heritage of abundant forests
- We need combination of forest uses – preserve > commercial
- Fish and wildlife habitat
- Absorb surface water / clean air > health
- Dynamics of forest – change variability
- Ownership – our backyard – urban as well as rural
- Psychological health / esthetics
- Livable communities
- Forests are for our children
- Forests are a renewable resource
- Access
- Make stewardship your lifestyle
- “Washington Forests Work for You, now and into the future”
- “Our Forest Legacy rests in your Hands”
- “The Path to our Future is through the Forest”
- “Care for Washington Forests – they are our Lifeline”
  - Clean air / water
  - Saving tax \$
  - School funds
  - Jobs
  - Fish
  - Recreation

## Approach

- Overarching statement to raise awareness of importance of forests (urban through foothills and mountains, all kinds of ownerships and uses)
- Media targeted to various audiences:
  - Recreational
  - Stakeholders
  - Those that don't know
  - Urban residents
  - Small forest landowners
- Different forms of media
  - Posters
  - Brochures
  - Web
  - Staff
  - Schools
  - Etc.
- Action change as a result of message
  - Public funding / voting
  - Understanding of value, risk, action
  - Community involvement – stewardship projects
  - Get involved in an organization
  - Personal behavior change

## Action plan

1. Convene a Communications Working Group – seek grant to launch marketing campaign
2. Develop marketing plan
  - Prioritize problems/behaviors to change
  - Wordsmith message
  - Design development
  - Look at what is already out there
  - Who is this message coming from?
  - Research what's been done already
  - Collaborate
3. How can people who do outreach work together better?
  - Leverage opportunities

Who's involved:

- King County (Kristi McClelland, Linda Vane)
- UW College of Forest Resources (Kelly Duffield)
- WADNR (DeeAnn Johnnigk)
- WSU Coop Ext (Steve Sax)
- USFS (Ron Dehart)

Summary - Kelly Duffield

*Charge – develop a target message communicating the importance of forests, generate a list of marketing tools, choose the most achievable collaborative effort – list who will be involved, set time line, determine goals.*

*Approach:*

*Need overarching theme that everyone can buy into – raise awareness of importance of forest from urban, through foothills, to mountains.*

*Use media to spread the word – target all audiences including recreation, those who benefit economically, urban residents, small forest landowners, and those that don't know about forests.*

*Use posters, brochures, web, and our own staffs. Work with schools.*

*To develop message – need slogan:*

*“Washington Forests are working for you – now and in the future”*

*“Our legacy rests in your hands”*

*“The path to our future is through the forest”*

*“Care for WA forests – they are our lifeline”*

*Include picture.*

*Sub-message will try to get people to relate to forests for what's in it for them.*

*Group will convene committee on communication including WA DNR, King County, UW CFR, WAZZU, USFS, others*

*Develop marketing plan – add campaign – at least 12 months*

*Seek grant funding for campaign*

*Straw poll about messages - “The path to the future is through the forest”*

Next steps

**WADNR to convene Outreach and Education group**

## Managing across Ownerships

### Brainstorm

- Fund existing programs for small landowners.
- Law enforcement on private rural lands is now a public issue.
- Find a regulatory level that encourages forestland retention while protecting public resources.
- Develop incentives for small landowners, instead of regulations, to implement public policy.
- Bring together political leaders.
- Create governor's task force to help involve the public.
- There is a distinct difference between large and small forest landowners.

### Summary - Bob Dick

*How can we help forest landowners support societal goals for environment and economy?*

*For landowners to stay in forestry:*

*Need to recognize difference between industrial and non-industrial landowners. Non-industrial landowners are the buffer between urban area and larger landowners.*

- 1. Need to fund existing programs for small landowners.*
- 2. Law enforcement on private lands is now a public issue, not just an urban issue anymore.*
- 3. Need to find a regulatory level that encourages forestland retention while protecting public resources. Some feel we have reached the point where landowners are fed up. Others think not.*
- 4. Need incentives in lieu of regulations. Forest retention vs forest production. As long as forests are there, we will manage them.*
- 5. Follow-up on what elected leaders said today. Get leaders to form a governor's task force to look at the issue and address it at the government level. Also need to involve and educate the public.*

### Next Steps

After circulation of workshop proceedings convene core group members to formulate strategy for creation of a state-wide task force.

## **Planning to Connect Landscapes**

### **Brainstorm**

- Community “forests”
- Wildlands
- Regional forests
- Working forests to Preserves
- Capitalize on opportunities
- Appx. 1 million acres in lowlands
- Rural-urban lands
- Protection of working forests
- Landscape approach – no fragmentation
- Determine message
- Kitsap Peninsula
  - Stavis Creek to Green Mountain
  - Create connecting corridors
- Determine tools to accomplish the project
- Planning to support forests
- What are incentives to keep land in forestry?
- Larger companies sold to smaller companies – need to keep land in larger tracts
- Smaller ownerships are more at risk to conversion
- Economic link to resource-based industry – i.e. aquatic resources dependent on clean water from forests
- Must draw from local support to protect resource values
- Look to identify large tracts for connecting through corridors
- South King County imperiled – White River
- Identify acquisition program
- Strategize funding sources
- Adding to public lands – look at the effect on the tax base
- Change to forest economy – must have the infrastructure to process the timber – creative management
- Collaboration – WADNR should not compete against non-profits
- Vashon – need collaboration with King County and WADNR
- Partnerships and Collaboration
  - Identify areas
  - Identify problem
  - Identify solution
- Impediments
  - Economy
- Create statewide initiative – galvanize the populace
- Need a local leader to pull together the community
- Planning efforts are crucial
- When times are tough – must cooperate

- Through collaboration, much more can be accomplished – must have a unified effort – landscape planning on a regional scale
- Bring major players together for determining landscape/regional planning
- Must have a coordinating group
- Must have dialog
- Private landowners have restraints in discussing options – anti-trust obligations
- Communication is key to understanding private and government issues
- Rather than statewide effort, look at regional scope within a tri-county area – build collaboration at this smaller scale, and then move to larger landscapes
- Kitsap decided forestry is not commercially viable – effects WADNR managed lands
- Collaboration on landscapes
- Collaboration on partnerships
- Open Space
- Small private landowners (100-500 acres) vs. micro private landowners (5-20 acres)
- Still depending on old models for protection of forestry lands
- New mechanisms – must look at tax initiatives
- How to make forests economically viable – how to create a premium market for Washington trees - harder to accomplish in WA – many competing products
- Look at market share
- Government incentives – subsidies?
- Community supported agriculture (CSA) – use smaller parcel sizes to provide a special product

#### Summary – Margaret McCloud

1. *Create a task force or permanent forum of agencies, landowners and non-profits to increase communication, set goals, objectives, and outcomes (not to discuss regulations)*
2. *Provide incentives for provision of infrastructure*
3. *Mosaic of forest types – landscape and eco-system management*
4. *Biodiversity – look at conservation needs statewide – bring everyone together*
5. *Develop common message to the masses – listen to what people say*
6. *Identify what infrastructure needs are not being met – maintenance of sustainability*
7. *Develop urban-rural coalition. Collaboration – connecting landscapes and people*
8. *Protect intervening rural lands between urban and forest zones*
9. *Look for a person who can mobilize cooperation – e.g. - Doug McClelland*
10. *Develop long-range landscape plan*
11. *Set smaller planning groups for more localized planning then move to larger regional planning – make sure all players are at the table*

#### Next steps

King County Forestry Program staff to follow up with e-mail to all participants.  
Initiate formation of forum(s) to continue discussion.

Note: City of Snoqualmie is working with local forest workers to investigate feasibility of creating a forest workers cooperative to support maintenance of forestry infrastructure in King County.

## **Funding Tools of the Future**

### Intro

Define moment that you got interested and involved on forestry issues

### Brainstorm

- Funding mechanisms
  - Traditional
  - Creative
  - Futuristic
- Projects that are proposed or in the works
- Discussion – Pick 2 doable projects that can be accomplished that are a mix of traditional and creative

### Projects

Vashon Forest Coop  
Mountain Recreation on Snoqualmie Tree Farm  
Family Forest Foundation

- Regulatory stability – Countywide HCP
- Marketing – medium sized products, green certification
- Educating the public

### Traditional

- Timber tax
- IAC (Interagency Committee)
- SRF (Salmon Recovery Fund) Board
- ALEA (Aquatic Lands Enhancement Act)
- Forest Legacy
- Land and Water Conservation Fund
- Donations
- COR – Ecosystem restoration
- REET 1 and 2 – Real Estate Excise Tax

- Open Space Bond
- Foundation money – Paul Allen
- Timber sale revenue – private, government
- Land exchanges
- Trust land transfer
- Life estates
- Conservation easements
- Program service revenues
- Preserve through regulations

#### Creative

- TDR – Transfer of Development Rights, Purchase of Development Rights
- Surface Water Management Funds
- Evergreen Forest
- Biosolids program
- Alternative burial service
- Public education results in bonds to support forests
- Purchasing forest through mitigation banking
- Taxing recreational equipment

#### Futuristic

- Capital Funds dedicated to use on nontraditional projects – leverage to help out on partnering
- Carbon credits – to purchase forestland or \$ to preserve
- Percent of revenue from freeway restaurants goes to forests
- Corporate retreat centers tied to purchase of forestland
- Fees for ORV use allocated to additional acquisition
- Corporate sponsorship to raise money
- Organized groups (boy scouts / girl scouts) raise money
- Federal tariff on timber goes back to preserving/purchasing forestland
- Naming rights for forest stands
- Work with conservation groups to purchase forestland or easements – i.e. Loomis Forest

#### How do we make forests profitable?

- Streamline regulatory process and still protect environment – outcome based, not prescriptive
- Paid recreational opportunities
- Forest enterprise zones
- Collective effort to improve forest roads – closing, repairing and maintaining
- Certified forest



- Marketing PNW environmental quality – stamp for Washington wood
- Use forestlands for non-timber products (cell towers, special forest products, recreation, patient digital images)
- Tourism – destination – watchable wildlife program
- Quantify true value of forestland and look for ways for owner to capture that value – water, view, air quality, habitat
- Real TV show – revenue goes to forestry activity
- Salmon camera – charge for it

#### Mountain Recreation, Inc.

- Goal – establish one site by July 2003 or sooner to help with sale of Evergreen Forest Bonds
- Looking for:
  - >2500 acres
  - 3.5 hours max driving time
  - Offer 12 sports/activities
  - Productive forest operation
  - Supportive regulatory environment – structures
  - Good state land-use liability laws
  - Use should not change the tax on the land
  - Cooperative forest manager
- Middle Fork Snoqualmie – WA State land
  - KC DNR
    - Regulatory – land-use
    - Tax
  - WADNR
    - Land-use contract
    - AG's representative
    - Liability
    - Tax
  - Mtn. Recreation - rep

#### Summary - Kieth Folkerts

*Traditional, Creative and Futuristic – list a few of each*

*How can we make forest profitable?*

*Mountain Recreation, Inc.*

*Establish a site by July 2003 or sooner*

*Criteria for site selection*

*Meeting between WADNR and KC to evaluate*

### Next steps

WADNR to continue negotiation with Mountain Recreation to develop a yurt system in Middle Fork Snoqualmie Valley.

Continue to work toward and support Vashon Forest Cooperative.

### **Bob Rose – conclusion**

There is a four-legged stool that's necessary for the long-term viability of agriculture:

1. land base
2. farmers
3. infrastructure
4. public support

Seems to be a similar situation for forestry.

Unless the urban public understands the consequences of forest loss, we will lose the forests. There is not enough public or private money to buy forestland and keep it as a preserve. Regulations are having unintended consequences.

What is our view of this landscape? How do we better coordinate, and how will that impact infrastructure. We need to look at a different model than we have used up to this point.

Part of the obligation of those who put this workshop together is to provide an opportunity for follow-up. Perhaps what's in order is another gathering in 6 – 8 months, or at least a mechanism of communication so that what has started does not fall apart.

If landowners are going to stay on the land, we need to look hard at where we are and where we are going. If we are not set up to get where we want to go, we better make some changes.

EFT is a good start, but it won't work if there is no infrastructure. Saving the land is not enough. We don't have the means to just save all the land. We need to look at the whole system. Unless we understand that managing the whole landscape is key, we are going to lose it all.

I encourage you all to work hard together. The notion of collaboration will require agencies, individuals and corporations to let down their guard a bit.

Thank you all for a great day.